

**ISAIAH FREEMAN-SCHUB**  
**ifreemanschub@gmail.com**  
[www.isaiahfreeman-schub.com](http://www.isaiahfreeman-schub.com)  
**917.657.0229**

## PROFESSIONAL EXPERIENCE

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### FAHERTY

**Copy Lead** | New York, NY | 2021 - 2022

- Developed 360° product marketing positioning across all consumer touchpoints for high-growth apparel brand, building equity and driving connection with the product
- Collaborated with cross-functional partners in merchandising, design and marketing to shape seasonal narratives and go-to-market strategies
- Produced compelling copy across all channels including website, landing pages, product detail pages, email, catalog, retail and owned and paid social campaigns
- Deployed brand voice across all consumer touchpoints ensuring consistent and engaging tone
- Hired and managed freelance and full-time copywriting team

### FRAMEBRIDGE

**Editorial Director** | New York, NY + Washington, DC | 2019 - 2021

- Lead editorial strategy for direct-to-consumer brand, driving engagement across all touchpoints
- Partnered with Merchandising, Creative and Digital Product teams to align brand positioning for 360° campaigns, maximizing the impact of new product launches, store openings and go-to-market strategies
- Produced the first comprehensive cross-functional Brand Voice Guide
- Developed inclusive storytelling franchises that centered members of the Framebridge community, furthered social justice initiatives and elevated the voices of BIPOC artists, creators and activists
- Managed copywriting and social media team

### WSJ. MAGAZINE

**Senior Editor** | New York, NY | 2014 - 2019

- Conceptualized seasonal fashion and design stories for print, digital and social media platforms
- Wrote and edited market and news features, partnering with art directors to achieve copy and visual synergy
- Styled print and digital fashion stories, working closely with notable photographers such as Andrew Jacobs, David Abrahams, Katie McCurdy and Joss McKinley
- Collaborated with freelance stylists to ensure brand alignment and optimal story concept execution

## EDUCATION

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### DEPAUL UNIVERSITY (HONORS PROGRAM)

Bachelor of Science in Commerce – Marketing | Chicago, IL